

Dear Habanos aficionados,

The holidays edition of the Habanos Newsletter will drag your attention to a major cigar event in Bulgaria — the official launching of BOLIVAR 681 to the Habanos society. You will learn some specifics about the so called Bulgarian cigar and will draw back jointly the curtain of the exclusive party on the occasion.

Enjoy the reading in the most magnificent month of the year

The Kaliman Caribe Team

LAUNCHING

In the preceding edition we announced the launch of special collector's issues for the Christmas days. Here they are:

H. Upmann Half Corona



Name of gallery: Half Corona
Length: 90 mm
Ring: 44
Caliber: Middle
Strength: Medium to light

Other representatives of the Half Corona gallery: None

H. Upmann Half Corona is the second major proposal following the presentation of the new „E“- line of the Partag6s brand and the expansion of the prominent „D“ - series. Accessible form, an equally proper cigar for any moment of time — either for beginners or chain smokers.

H. Upmann Half Corona is a new vitola (44 ring gauge x 90 mm in length) a true update for lovers of Havana temptations. Many aficionados are fond of a small size cigar in response to ever shorter smoking time-brakes and scarcer smoking areas, without missing the charm of the Habano luxury.

This new format of the Habanos portfolio is a bid to enjoy a fast fun with light, unobtrusive taste. The strength is medium to light, with full aroma and balanced taste.

The challenge of ultra short formats is to come to such a cigar format, that would save its taste and aroma and allow the smooth gradual evolvement via the three degustation phases.

The Bulgarian aficionados now have the opportunity to assure themselves in the enhanced merits of the short format.

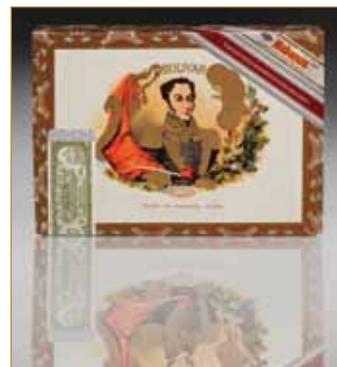
BOLIVAR 681 - Edicion Regional Exclusivo Bulgaria 2011



Name of gallery: Sobresalientes
Length: 153 mm
Ring: 53
Caliber: Large
Strength: Medium to strong

Other representatives of the Sobresalientes gallery:

Existing between the 60s and 90s of the XX century only within the Partagas brand portfolio and reproduced in the original replica of the 2006 Humidor Antiguo Partagas in 200 cases worldwide. The meaning of the „sobresaliente“ is „outstanding, distinct.“



Presentation:

- Intended for the Bulgarian market solely in one of the rarest formats in the world;
- Limited edition of 2500 boxes only;
- A box with the traditional BOLIVAR lithography image and additional band identifying the „regional edition for Bulgaria“;
- Boxes numbered in a sequence from 0001 trough 2500;
- Additional „Exclusivo Bulgaria“ ring;
- 10 pieces in a single box.

Exclusive from Habanos

Habanos News

Bulgaria

BOLIVAR 681 – the First regional cigar edition of Habanos corporation for Bulgaria

The Grand party on the occasion of the official launching of the cigar of Bulgaria

Kaliman Caribe Ltd. presented formally the First regional cigar edition of Habanos corporation for Bulgaria with a stylish party that was held on November 17, 2011 in the Military Academy „G.S. Rakovski“, Sofia.

2011 — for the first time in history, Bulgaria was granted the right and privilege to obtain an own regional cigar edition — an honor and recognition for all aficionados.

The devoted cigar smokers attended a stupendous spectacle starring the so called Golden Girls of Bulgaria — a rhythmic gymnastics ensemble led by Iliana Raeva . The guests' mood was kept high by the DesiSlava and Pambos Dancing Centre performances. The presentation of the cigar was made with an unique interior 3D mapping showing the „transition“ of BOLIVAR 681 across the continents, tracing the route of the cigar from Cuba to Bulgaria, and the vitola literally „vivified“ in the hall before more than 350 aficionados.

Guests were able to write their impressions and desires in the special book „Creation of a History“, thus putting a memorable mark on the modern history of cigars in Bulgaria.

It was during the event when the commemorative coin BOLIVAR 681 was presented. The coin was issued specially for the authenticity of the regional cigar edition and has a silver coating of 1000-sample.

Edicion Regional / Regional Edition What is the meaning of a Regional Edition Cigar?

This new concept dates back to 2005. Regional editions are specialized and limited to the geographical boundary of the cigar distributor and are made especially for the regional market with a validity period of 1-2 years. Quantities are limited to 2,500 boxes for each country and each edition, regardless of how large is the country that has applied for their own regional edition. The uniqueness of the regional editions is supported by the fact that they can only be found on the respective market and with all the typical signs for national



At the ceremony of launching the cigar the Guardsmen Representative Brass Orchestra played.

Javier Terres, the „Business Development“ Vice President of Habanos S.A. presented in person the BOLIVAR 681 to the audience.



By tradition Kaliman Caribe held the annual Habanos Awards, rewarding the most dedicated Habanos aficionados in Bulgaria.



and cultural identity. In the emerging global Habanos tourism, the presence of specific cigar on the relevant market raise it at a higher level of just being an exclusive cigar, turns it into an unrivaled product, into a visit card for the country and a pride of each exquisite collection.

The BOLIVAR Brand

This globally recognized brand of Cuban cigars is bearing a sort of individualism, strength and spirit of freedom. Created first in 1902, in Havana, in honor of El Libertador — Simon Bolivar, the liberator of South America. The brand records some 2% of Habanos sales, but its appreciators are 100% loyal to it. A proof of that is the 2010 limited edition under the

Bolivar name, and the forthcoming collection of expensively treasured Habanos Collection Series, aka Habanos Books.

The choice of the Bulgarian aficionado. Tracked on some Partagas vitolas until the 90s of the XX century. Both dimensions of its size - the ring gauge and length - odd numbers contained within each other: 53 ring gauge x 153 mm of length. Especially rare and valuable it is made by the fact that never in any form the Sobresaliente format has been present under the Bolivar brand. In his magnificent book *An Illustrated Encyclopaedia of Post-Revolution Havana Cigars*, Min Ron Nee, the Hong Kong-based cigar expert, noted: „Bolivar is one of my coveted brands. If I could choose only one world brand, it would be doubtless the Bolivar“.

Referendum on the “Bulgarian cigar”

In March-April 2010 a survey was conducted among thousand Havana cigar lovers across the country. Among the proposed six brands, 10 different formats and multiply possible names of the future cigar was chosen one that best expresses the characteristics of the Bulgarian spirit, culture, history, the image of the Bulgarian connoisseur, his face before the world Habanos community - Bolivar 681, Vitola Sobresaliente (53x153mm). At the final meeting on April 13, 2010 was chosen the name „681“, proposed by a Puros Habanos appreciator in the city of Plovdiv.

Behind the scenes of the party

Exclusively for the Habanos Newsletter readers we will raise the curtain around the party with backstage footage to tell you more about the preparation and program of the event.

By entering the venue the guests were greeted with Cuban spirit and style.

BOLIVAR 681 is available for purchase in the chain of tobacco stores Premium Cigars & Tobacco, as well as in La Casa del Habano countrywide.
For more information visit the BOLIVAR 681 special brand website: www.bolivar681.com.

The monthly meeting of Habanos Aficionados October 25, 2011

Following the pleasant monthly meetings at the Open Bar La Casa del Habano it was nice to return into the cozy atmosphere of the emblematic Havana Bar, where traditionally the meetings of those possessing well developed cigar palate take place.

This time, guests enjoyed once again the savory Cuban cigars. Just days before the grand presentation of the First regional cigar edition for Bulgaria, the topic was the Bolivar brand. Special prizes were granted to those displaying the best of their knowledge under the quiz held.



For their comfort contributed the H. Upmann Half Corona. The visitors enjoyed the performance of the so called Golden Girls of Bulgaria ensemble.



For the official cigar entry ceremony the Guardsmen Representative Brass Orchestra played.

The Pambos Dancing Center was heating the mood of the guests.



All could enjoy the taste of BOLIVAR 681 cigar.



The hidden weapon of Mr. Varna

On November 25th Kaliman Caribe took inclusion in the Mr. Varna 2011 competition supporting the participants during their presentation in front of the many guests in Xtravaganzza Disco in Varna, providing to them the most elegant accessory they could show.

During the final round the 12 competitors marched with a cigar in a hand and made the competition even more attractive and hotter. The few Bulgarian celebrities that were participating too got in the party as it was expected. All the guests could buy and enjoy the Cuban cigars from Habanos at a special point in the club.



Exclusive about HABANOS

Habanos News

The world

Premium Cigars&Tobacco opened doors in Albania, Tirana

The sixth store abroad of the Kaliman Caribe family was opened. The luxury boutique of the tobacco chain Premium Cigars&Tobacco was opened for the all the customers in the largest shopping center in Tirana — Tirana East Gate.

Three years after the launch of the first shop in the Albanian capital - La Casa del Habano, local connoisseurs of Cuban cigars, European cigars and cigarillos, pipe and cigarettes tobaccos, and smoking accessories will now have another opportunity to purchase their favorite products.

Premium Tirana is the first store of the chain to offer a smoking space for customers as well.

Find Premium Cigars&Tobacco Tirana at Rr. Tirane-Elbasan, Lunder, level 2.

